



What is marketing?

Marketing is the promotion and selling of products or services.

Marketing can happen through many channels, such as print advertising, event promotions, social media, and TV, but finding the right channel for your business may take time. To understand marketing as it relates to your business *you must first understand your target customer.*

Identify your Target Customer:

It is important to understand WHO you need to market to before spending money on a marketing plan or materials. To identify your target customer consider your existing customer base: Who are they? What interests do they share? Where are they from? This will give you a broad idea of who is likely to consume your product, and you can expand from there.

For example, a local pizza shop owner may notice that most of his customers are families with young children, who walk to the restaurant, and come in after 5pm on weekdays. From this data he can define his target customer as *'Local working families with 1 or more children.'* He may then expand into related markets such as *'Families in need of birthday party catering.'* Once you identify your target customer, you can begin the 5 P's of marketing.

5 P's of Marketing:

1. Product (or Service)

- Ensure your product or service is of high quality, and presents itself well. Your marketing efforts are most effective when they are selling an attractive product.

2. Place (Physical/Online)

- Make sure your location, both in the world and online, is easily accessible and attractive to your customers. If your shop is on an unmarked street, or your website is difficult to navigate, potential customers will not be able to find you.

3. Promotion

- Define a reasonable budget, and create a marketing plan that suits your needs. Meet customers where they are: if your customer is on social media, create an active social media account. If you customer attends the local fall festival, consider getting a booth. Provide incentive to existing clients with deals you know they'll love, and experiment in new markets with outreach and advertising.

4. Price

- Price yourself to sell without losing profit. Consider production costs, your competitor's price, the standard industry mark up, and the value to the customer.

5. Profit

- Make sure your marketing is working for you, bringing in customers, and leading to sales.

Marketing Channel Ideas

Social Media: twitter, Facebook, Instagram, a blog. To manage social media consider www.buffer.com

Web: google, your website, email. To build a mobile responsive website consider: www.squarespace.com and www.wordpress.com. To manage email marketing consider www.constantcontact.com and www.mailchimp.com

Print: local newspapers, business directories, flyers, handouts, business cards, menus. For graphic design and print materials consider: www.vistaprint.com.

Offline: T.V, Radio, Podcast. For where to place a radio ad search www.radiolocator.com

Events: Local business events, hosting an event, fairs and marketplaces. To find events search www.uwishunu.com, www.eventful.com, and www.eventbrite.com

Word-of-Mouth: Referrals, incentive programs, networking.

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